

## Message Text

UNCLASSIFIED

PAGE 01 CARACA 06131 140026Z

63

ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 CIAE-00 INR-07 NSAE-00

OMB-01 TRSE-00 OPIC-06 TAR-01 /033 W

----- 039178

R 132145Z JUN 75

FM AMEMBASSY CARACAS

TO SECSTATE WASHDC 9100

UNCLAS CARACAS 6131

EO 11652: NA

TAGS: BGEN

SUBJ: COMMERCE ANTI-RECESSION EXPORT CAMPAIGN

REF: STATE A-2778; CARACAS A-259 OF NOV 18, 1974

1. POST UNABLE TO MEET ORIGINAL MAY 9 DEADLINE AS AIRGRAM WAS NOT RECEIVED BY CARACAS MAIL UNIT UNTIL LATE MAY.
2. THREE-MAN USDOC MARKET RESEARCH TEAM PRESENTLY AT POST STUDYING 14 MOST IMPORTANT MARKET SECTORS IN VENEZUELA. WHEN COMPLETED, RESEARCH WILL PROVIDE BROAD BASE OF INFORMATION NECESSARY TO DEVELOP ANTI-RECESSION CAMPAIGNS.
3. THE FOLLOWING GOODS HAVE GOOD SHORT AND LONG TERM SALES POTENTIAL (SEE ALSO CARACAS REPAIR);
  - A. CAPITAL GOODS
    1. ELECTRONIC COMPONENTS AND ACCESSORIES
    2. TEXTILE MACHINERY
    3. ELECTRICAL TESTING EQUIPMENT
    4. ELECTRICAL GENERATING EQUIPMENT
    5. METALWORKING AND MACHINE TOOLS
    6. PLUMBING AND HEATING SUPPLIES
    7. VALVES, PIPE AND PIPEFITTINGS
    8. ENGINES AND TURBINES
    9. INTERNAL COMBUSTION MACHINES

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 CARACA 06131 140026Z

10. FARM MACHINERY

11. FARM WHEEL TRACTORS
12. SELF-PROPELLED COMBINES
13. CONSTRUCTION MACHINERY

B. CONSUMER GOODS

1. HOUSEHOLD SMALL APPLIANCES
2. ELECTRIC HOUSEWARES AND FANS
3. HIGH QUALITY METAL TOYS
4. EQUIPMENT FOR GOLF, TENNIS, WATERSKIING,  
BOWLING, HEALTH EXERCISE, FISHING, OUTDOOR  
SWIMMING POOLS
5. OPTICAL AND OPHTHALMIC GOODS

4. THE FOLLOWING GOODS HAVE LIMITED MARKET POTENTIAL AS  
THEY ARE MANUFACTURED LOCALLY AND RECEIVE HIGH TARIFF PROTECTION:

A. CAPITAL GOODS

1. RADIO AND TV RECEIVING EQUIPMENT
2. REFRIGERATION MACHINES (HOUSEHOLD AND COMMERCIAL)
3. METAL STAMPINGS
4. AUTOMOTIVE ACCESSORIES
5. LIGHTING FIXTURES
6. BUILDING SUPPLIES

2. CONSUMER GOODS

1. WATCHES, CLOCKS, WATCH FACES
  2. JEWELRY, SILVERWARE AND PLATEWARE
  3. COSTUME JEWELRY AND NOTIONS
  4. CUTLERY, HANDTOOLS AND HARDWARE
  5. HOUSEHOLD LAUNDRY EQUIPMENT
  6. HOUSEHOLD REFRIGERATORS AND FREEZERS
  7. HOUSEHOLD FURNITURE
  8. OFFICE FURNITURE
  9. TOYS, EXCEPT HIGH QUALITY METAL
  10. SPORTING AND ATHLETIC GOODS, EXCEPT AS  
NOTED IN PART 3, B, 4.
  11. TEXTILES AND CLOTHING
- UNCLASSIFIED

UNCLASSIFIED

PAGE 03 CARACA 06131 140026Z

12. MEN'S AND BOY'S WEAR
  13. WOMEN'S AND MISSES WEAR
  14. CHILDREN'S WEAR
- SHLAUDEMAM

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 13 JUN 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1975CARACA06131  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D750207-0632  
**From:** CARACAS  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1975/newtext/t19750649/aaaabsno.tel  
**Line Count:** 111  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION COME  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 3  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 75 STATE A-2778, 75 CARACAS A-259, 75 OF NOV 18, 75 1974  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** greeneet  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 14 FEB 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <14 FEB 2003 by PhilliR0>; APPROVED <13 FEB 2004 by greeneet>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
06 JUL 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** COMMERCE ANTI-RECESSION EXPORT CAMPAIGN  
**TAGS:** BGEN  
**To:** STATE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006